

EXPLORE



At a Glance

XiIR "I Did It My Way"
Tour Presented by Big
#1 Motorpsorts Suzuki

January 20, 2024
7:30 p.m.
Pelham Civic Complex &
Ice Arena

Tickets available at
[Ticketmaster](https://www.ticketmaster.com).

SPEED ON ICE

Xtreme International Ice Racing Returns

Beat the cold and enjoy an action-packed event. The Xtreme International Ice Racing XIIR tour is back at the Pelham Civic Complex & Ice Arena on Saturday, January 20, 2024. Spectators will be treated to an exhilarating and adrenaline-pumping evening that takes the high-speed action of traditional motorcycle racing and combines it with the thrilling challenges of racing on ice.

In case you've never seen a motorcycle ice race, you should know a few things: In XIIR, fearless riders equipped with specially modified motorcycles take to an ice-covered track. The bikes are fitted with razor-sharp studded tires, which provide the necessary grip to navigate the slippery surface. The result is a breathtaking display of power, control, and agility. The racing features sharp turns and challenging obstacles at high speeds. But it's not just about speed; it's about maintaining control under extreme conditions. The slightest miscalculation can lead to a spectacular crash.

There's more to the show than racing. You'll also see thrilling stunts and daredevil maneuvers. Riders perform jaw-dropping jumps, slides, and spins on the ice, adding an extra layer of excitement to the event.

XIIR is billed as family-friendly entertainment for spectators of all ages. Fan engagement is emphasized, and there will be a chance to meet the riders, get autographs, and enjoy the unforgettable XIIR ambiance.



Take the Plunge!

Are you up for the challenge? If so, prepare to take a teeth-chattering icy dive into Double Oak Lake for a good cause! The Pelham Police Department will host the 2024 Polar Plunge at Oak Mountain State Park on Saturday, January 20. The annual event is a fundraiser for Special Olympics Alabama, a cause near and dear to the PPD.

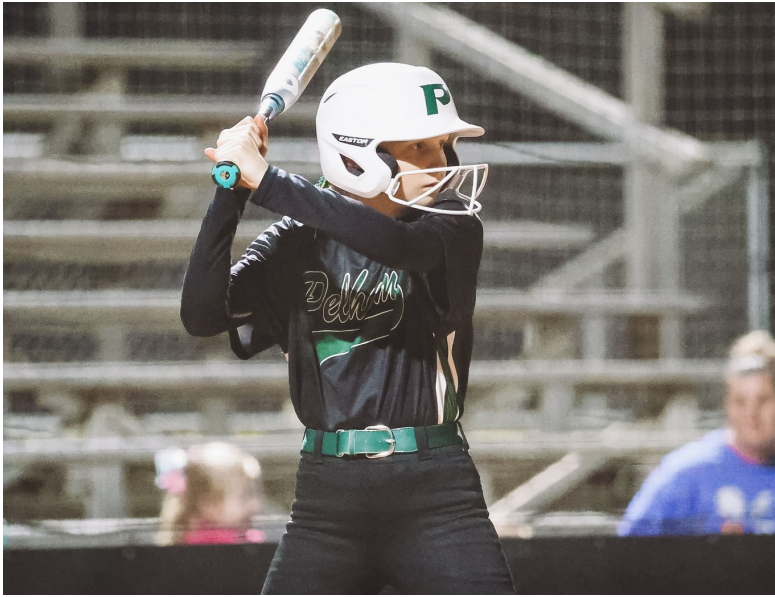
"For over 50 years, Special Olympics has been building a movement to break down barriers, both on and off the field, through the power of sport," said Ainsley Allison, one of the event's organizers. "As Guardians of the Flame, we champion acceptance, inclusion, and equality for people with intellectual disabilities," Allison explained the Law Enforcement Torch Run for Special Olympics started in 1981. Today, officers around the globe have raised awareness and over \$1 billion for the cause. More than 15,000 athletes in Alabama receive year-round sports training, competition, and leadership opportunities through Special Olympics.

The Pelham Polar Plunge has become a premiere annual event and is one of Alabama Law Enforcement Torch Run for Special Olympics' largest fundraisers.

Allison said the Pelham Police Department is challenging other local police departments to participate in the Polar Plunge, but individuals and families are also welcome to join the fun. [Advance registration is now open](#). The \$35 registration will guarantee your t-shirt size. People can register on the event day for \$45, but the t-shirt size is not guaranteed.

Activities for the Polar Plunge begin at noon on Saturday, January 20th, with check-in and on-site registration. A safety briefing will occur at 1:50 p.m., and the Plunge will start at 2:00 p.m. Food trucks will be available from noon to 3:00 p.m.

Click here to [watch a short video of the 2023 Pelham Polar Plunge](#).



Get In On the Action

January may be cold and dreary, but it's time to prepare for the warmer days of spring. Registration is open for Pelham Parks & Recreation spring youth sports, including co-ed t-ball, boy's baseball, girl's softball, and co-ed soccer. Register on or before January 15 to avoid the late fee of \$10. Late registration is January 16-22.

For Pelham's youngest athletes, Start Smart Soccer (co-ed) is a developmentally appropriate introductory program for children aged three to five. Registration begins January 2nd and goes through February 29th.

Parents may register their child at the Pelham Recreation Center or online at the [Pelham Parks & Recreation website](#).



Youth Soccer Clinic

Youth soccer continues to grow in our city, and Pelham Parks & Recreation wants to equip young athletes with the skills needed to succeed. They've partnered with Pelham High School Soccer Coach Patrick McDonald and his PHS players to offer a youth soccer clinic on Tuesday, January 9th, from 5:30 p.m. to 7:00 p.m. at the Pelham Park football game field.

Charlie Sanders, Recreation Coordinator for Pelham Parks & Recreation, said the clinic is an excellent chance for young players to learn in a less pressured situation. "Coach McDonald and his team do an outstanding job of covering all parts and layers of the game of soccer," Sanders explained. "The clinic is offered for those aged 5-12, generally the ages of our season program participants." He said players will learn on their skill levels and at different speeds, but similar learning opportunities, such as attacking, scoring, and defense, will be available for all participants. The clinics are generally offered twice a year in the fall and spring.

"Coach McDonald and his players give their time, devotion, and energy to teach our youth and motivate them to play soccer more. That is the most important part of why we offer these clinics. I cannot sing their praises enough," said Sanders.

[Register on the Parks & Recreation website](#) or at the Pelham Rec Center.



Start Strong in 2024

They say it takes 21 days to form a new habit. Why not work towards some healthy habits in 2024? It doesn't matter if you're beginning or need a "pick me up" to join the Pelham Parks & Recreation Fitness Motivator program.

Participants work at their own pace, set goals, and log their time. If you hit your goal by January 31, you will receive a t-shirt.

The program is open from January 2 - January 31, 2024, and is free for members of the Pelham Recreation Center. People aged eight and up are invited to participate. Registration is open now.



Get Out and Skate

For anyone who has ever dreamed of lacing up a pair of skates and putting a blade to the ice, the Pelham Civic Complex & Ice Arena has a free day of ice skating fun planned on January 6, 2024. "Get Out and Skate Day" is held during National Skating Month each January and offers various activities for all ages.

The day begins at 10:00 a.m. with an exhibition from the Pelham Synchro Team and skaters from the Birmingham Figure Skating Club. After the exhibition, audience members can lace up their rental skates and enjoy a free lesson with the Pelham Skate School Professional Coaching Staff. The classes will start with a quick how-to before venturing onto the ice for the first lesson. Skaters will have about 30 minutes of free skating time after the class. Participants must pre-register to take part in the lesson.

If you want to continue on your ice skating journey, staff will be on hand to offer you a chance to sign up for the first session of the 2024 Learn to Skate season. Classes begin on Monday, January 8, 2024.

Pelham's Get Out and Skate Day is presented by Canopy Apartments and Wake Up in Birmingham.

JANUARY 2024

E-NEWSLETTER

NEWS FROM THE CITY OF PELHAM

GINA WOMACK, EDITOR



HAPPENING IN PELHAM



MONDAY | JANUARY 8 8:30 A.M. | PELHAM SENIOR CENTER Men's Breakfast Club

Calling all men! Here's your chance to talk sports, movies, family, and more as you enjoy a hearty breakfast at a different area restaurant each month.

Age 55+ | \$1, plus the cost of breakfast
Call the Senior Center for more information: 205.620.6064.

WEDNESDAY | JANUARY 10 1:00 P.M. | PELHAM SENIOR CENTER Crafting Together

Get creative together and have fun making seasonal crafts. All supplies are provided, and you don't need any experience. Space is limited.

Age 55+ | Cost varies.
Call the Senior Center for more information: 205.620.6064.

MONDAY | JANUARY 8 1:00 P.M. | PELHAM SENIOR CENTER Drumming

This fun activity could improve your coordination, lift your mood, and exercise your brain. No experience is required. An instructor leads the class in drum circle style.

Age 55+ | Free
Call the Senior Center for more information: 205.620.6064.

WEDNESDAY | JANUARY 10 5:00 P.M. | PELHAM SENIOR CENTER Party Art Evening Class

Join us as we create seasonal art in the evening hours! All supplies are provided, and you don't need any experience. Space is limited. Registration required.

Age 55+ | Cost varies.
Call the Senior Center for more information: 205.620.6064.

TUESDAY | JANUARY 9 11:00 A.M. | PELHAM PUBLIC LIBRARY Tech Talk: Libby & Hoopla

Your library card gives you free access to e-books, e-audiobooks, streaming movies, and music. Learn how to use Libby & Hoopla and enjoy all we offer!

Age: Adults | Free
Visit the [Library website](#) to learn more.

THURSDAY | JANUARY 11 10:00 A.M. | PELHAM PUBLIC LIBRARY Pelham Garden Club

The Pelham Garden Club kicks off 2024 with guest speaker Betsy Smith, a Master Gardener from Chilton County. Smith's presentation will be about herbs.

Age: Adults | Cost: Free
Visit the [Library website](#) to learn more.

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HAPPENING IN PELHAM



THURSDAY | JANUARY 11 4:00 P.M. | PELHAM PUBLIC LIBRARY Teen Painting Program

Artist Bo Hughins will lead a class on how to turn scrap wood into painted works of art. Space is limited, and registration is required.

6th grade - 12th grade | Free
Visit the [Library website](#) to learn more.

THURSDAY | JANUARY 18 10:00 A.M. | PELHAM PUBLIC LIBRARY The ABC & D's of Medicare

Medicare can be confusing. Get answers at this seminar provided by Karen Haiflich. The presentation simplifies complex issues and gives you facts.

Age: Adults | Free
Visit the [Library website](#) to learn more.

TUESDAY | JANUARY 16 10:00 A.M. | PELHAM SENIOR CENTER Mixed Media Art/Painting

Join us as we create mixed media art with Sandy Johnson. All supplies are provided, and no experience is necessary. Space is limited. Registration is required.

Age: 55+ | \$10 per class
Call the Senior Center for more information: 205.620.6064.

THURSDAY | JANUARY 18 10:00 A.M. | PELHAM SENIOR CENTER Creative Card Making

Make a set of five different cards to send to your friends. All supplies are provided, and no experience is necessary. Space is limited. Registration required.

Age 55+ | \$10 per class
Call the Senior Center for more information: 205.620.6064.

THURSDAY | JANUARY 25 10:00 A.M. | PELHAM SENIOR CENTER Pottery Class

Artists from The Potter and the Clay will guide you through the steps of creating your masterpiece. All supplies are included, and no experience is necessary.

Age: 55+ | Cost: Varies
Call the Senior Center for more information: 205.620.6064.



January Home Schedule

| | | |
|------------|----------------|-----------|
| January 6 | vs. Pensacola | 7:00 p.m. |
| January 12 | vs. Quad City | 7:00 p.m. |
| January 13 | vs. Quad City | 7:00 p.m. |
| January 15 | vs. Knoxville | 1:00 p.m. |
| January 27 | vs. Evansville | 7:00 p.m. |

For tickets and special promotions, please visit the [Bulls website](#).

DISCOVER



Create an Account

[Set up your account to access the new portal.](#)

PELHAM 311

Pelham's New App & Report a Concern Software

By: Ainsley Allison

We are thrilled to announce a significant leap forward in our commitment to serving the Pelham community effectively. The City of Pelham's new 'Report a Concern' software is live and ready to use. We believe it will make a world of difference in how we serve our community. This improvement is a crucial step forward for us, and we want to inform you why it's important.

Why the Change?

The new 'Report a Concern' software is designed to bring efficiency and effectiveness to our City's operations. When you report a concern, it automatically catalogs the issue, creating a history by problem type and connecting it to the history of that particular asset. Rather than being sorted to one staff member, all staff members can see the concern and respond if they have specific knowledge related to that issue. In addition, the new mobile app is much more user-friendly. We're committed to enhancing the quality of life in Pelham, and this upgrade is a part of that effort.

Setting Up an Account is Easy and Still FREE

You must set up a new account in the new portal. We want to emphasize that the process is easy and completely free, like the previous software! Here's a quick overview of what you can expect:

(Article continues next page)



- **Simplicity:** Creating an account and submitting concerns will be easier than before.
- **Efficiency:** With the integration into our ERP system, we'll be able to respond with more historical information to your concerns.
- **Transparency:** The new system will provide better tracking and visibility so that you can stay informed about the status of your reported concerns.

Your input and reports are invaluable to us, and we want to make it as convenient as possible for you to engage with the City. Whether you are concerned about a pothole, park maintenance, or speeding in your neighborhood, your voice matters, and we're here to listen and take action.

Step-by-Step

Reporting a concern to the City of Pelham may look different, but the process remains unchanged, and functionality is improved.

- Instead of several categories, you'll see just one dropdown menu with all requests listed alphabetically.
- If the location is required for that request type, you may type in the address to populate the map or manually search the map with your cursor.
- In the next section, you will enter your request details and upload any images you want to include.
- Finally, you'll enter your contact information and submit.

Like the current system, you will receive emails when updates are available about your request.

Transition Period Ahead

The current 'Report a Concern' software will be phased out in the coming weeks. This phased transition will provide everyone ample time to register and get accustomed to the new and improved system. During this transition, we will continue to provide access to the current software for existing tickets, but all new concerns must be reported through the new software. We encourage you to explore and familiarize yourself with the new portal today.

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JANUARY 2024

E-NEWSLETTER

NEWS FROM THE CITY OF PELHAM

GINA WOMACK, EDITOR



Introducing Pelham 311 - the City's New App

In addition to the web-based 'Report a Concern' software, we are excited to announce the launch of the City of Pelham app. Pelham 311 will serve as a one-stop shop for all your interactions with City staff. It will provide an easy and convenient way to report concerns, access city services, and stay updated on all things Pelham. Search Pelham 311 in the App Store or Google Play Store.

We are dedicated to providing you with the best possible tools to engage with the City of Pelham. With the new app and integrated 'Report a Concern' software, you'll have access to:

- Seamless Reporting: Easily report concerns from your mobile device.
- Service Requests: Submit various service requests directly through the app.
- Real-time Updates: Stay informed about the status of your reported concerns.
- City Information: Access important city news, events, and information.

We understand that change can be difficult, but it is inevitable and brings opportunities for improvement. The transition to our enhanced 'Report a Concern' software and the Pelham 311 app will enable us to serve you better and make your voice heard more effectively. We encourage you to stay connected with us as we make these positive changes for our community. Your input and involvement are what make Pelham a great place to live.

Download the Pelham 311 App



Download on the
App Store



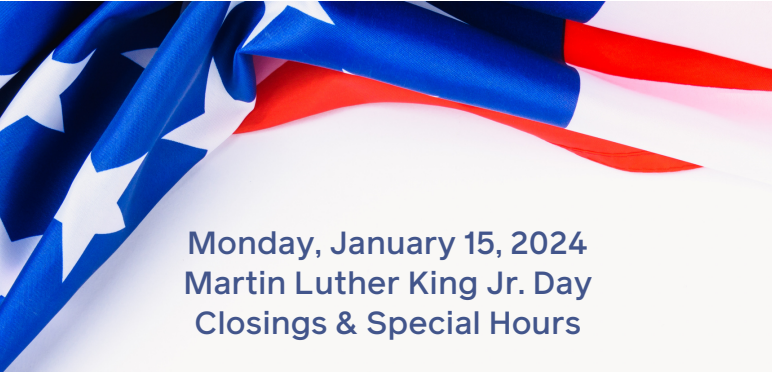
GET IT ON
Google Play



Your City At Work

Here are some of the recent items approved by the Pelham City Council. Please visit the City of Pelham website for the complete text of the agendas, minutes, ordinances, and resolutions.

- Approved an agreement with Axom Enterprise to purchase ten in-vehicle camera systems for the Pelham Police Department.
- Accepted and awarded a bid to install a traffic light at Pelham Fire Station No. 3.
- Accepted a proposal to purchase two rain gauges for stormwater monitoring.
- Accepted a bid to install an additional crosswalk, signage, activation warning light button, curb ramp, and sidewalk to connect The Canopy Development with the LiveNation parking lot.
- Entered into an agreement with American Specialty Health Fitness, Inc. (Silver and Fit) and OptumHealth Care Solutions (Fitness Passport) to enhance the Recreation Center's programs for senior adults.
- Entered into an agreement with CSpire Business to begin work on the co-location of data center hardware for the City of Pelham.
- Approved a Letter of Intent for Jack's Family Restaurant to purchase land and build a new location on Oak Mountain Trail, just off Highway 52 in Pelham.
- Amended the zone district boundaries of the City of Pelham, changing the present zoning M-1 (Light Industrial District) to R-T (Residential Townhome) for property located west of Pelham Parkway and north of the former Walmart site consisting of approximately 9.42 acres.
- Declared a six-month moratorium on issuing new business licenses for certain business types in the City of Pelham.
- Appointed Martina Winston as the city council representative to the Pelham Personnel Board.
- Approved a development agreement between HCI Pelham Central, LLC. and the City of Pelham for the property located near the Pelham Public Library.



**Monday, January 15, 2024
Martin Luther King Jr. Day
Closings & Special Hours**

- Pelham City Hall & Administrative Offices: **CLOSED**
- Pelham Public Library: **CLOSED**
- Pelham Rec Center: 8:00 a.m. – 4:00 p.m.
- Pelham Senior Center: **CLOSED**
- Civic Complex & Ice Arena: 8:00 a.m. – 11:00 p.m.
- Racquet Club: 9:00 a.m. – 3:00 p.m.
- Ballantrae Golf Club: Normal hours; holiday rates
- AmWaste: No interruption in service.

GROW



Welcome to Pelham

Circle K / Subway

Comer Photography

Duncan & Dearmon
Building Company

Form Pro Concrete

Lickin' Good Donuts

New Vision Building &
Remodeling

No Worries Dog Training

Wedgehollow Farms

RESIDENT REQUESTS

Restaurant & Retail Recruitment Explained

One of the more frequent suggestions we receive from Pelham residents is, "We need more restaurants." Everyone has a favorite place to eat, and there's never a lack of friendly debate about which restaurants should put down roots in Pelham. We wanted to provide some information to residents about the process for recruiting restaurants and retail to Pelham, so we asked Economic Development Director Michael Simon.

"Attracting a new restaurant or retail is not as easy as it might seem. Even though members of the community have a list of restaurants or retailers they want to locate here, the decision makers for these businesses have a much larger list of criteria that the prospective community must meet before investing resources and funding into the expansion," Simon explained. He went on to say that most well-known restaurant and retail entities use the "franchising model" as the sole means of development or expansion. "If a community wants one of these, then there must be an area or territory located within their expansion or servicing area, and most importantly, there must be an individual or corporate entity willing to invest as a 'franchisee.' In the vast number of companies on our community's wish list, one of the items on the franchisee's criteria list is to have between \$800,000 and \$2 million in liquid assets in place and available solely for use in the new franchise location. But finances are only one piece of the puzzle. A franchisee must meet very specific site criteria, franchisee resume of experience and interview, qualifying market demographics, and other financial requirements before the franchisee can begin their development process."

(Article continues next page)



Other factors include whether a restaurant or retailer is in an expansion mode or whether the community's demographics meet their requirements, such as a suitable location and an available workforce to staff their store. Simon continues, "Many developers look at existing businesses. How are they doing in sales? Are they doing well or barely hanging on? Are their competitors opening new locations in the community? If not, why?"

The population of the city plays a significant role in these decisions. "According to Auburn University's Government & Economic Development Institute's Know Your Community tool, the population of Pelham is just under 25,062 people, which some commercial developers consider a small number," said Simon. It's a fact that many residents have said they don't want to see new housing developments because of traffic concerns and overcrowding. The truth is we need more rooftops in Pelham to make the city attractive to the kinds of restaurants our residents seem to want. "Prospective business owners need an adequate population to service their stores. Small populations generally don't have larger cities' sales volumes because they have fewer shoppers. There's a saying in development, 'Retail follows rooftops.' Traffic counts, new schools, and new residential communities are positive things that attract companies to the community."

City leaders are listening to the community's cry for additional eateries and are getting more competitive to attract restaurants, such as offering economic development incentives to new businesses and commercial investors. "Campus 124 and the Canopy developments are excellent examples of the City's successful use of special economic development incentives to promote growth within Pelham. Such incentives include sales tax revenue sharing, agreements, supporting specific land use and zoning changes, and when city-owned land is involved, selling the property for less than fair market value are all strategies to bring developers to Pelham. In certain cases, the City may offer to pay for utility infrastructure and roadway improvements, without which, the project would be too expensive to be successful."

At its second meeting in December, the City Council approved an agreement with HCI Pelham Central, LLC, to bring a new upscale mixed-use development to the property in front of the Pelham Public Library. Edgar's Bakery, Waldos Chicken and Beer, and Ellianos Coffee have been announced as anchor tenants of the development. Construction is expected to start in the spring of 2024. At that same meeting, the Council approved a Letter of Intent from Jack's Family Restaurant, which plans to build a new restaurant east of I-65 at exit 242 near Tractor Supply. The company plans to use its new design prototype, featuring an outdoor patio with seating, rocking chairs, and a stone fireplace.

With the potential for this new restaurant, recruitment of a hotel underway, and construction beginning soon on the Ascension St. Vincent's Freestanding Emergency Room, the City plans to fund a traffic study east of I-65 to ensure good traffic flow as that part of the city grows. Another positive impact on traffic flow is the widening of CR-52 West in the next five years. That work is a portion of the larger CR-52 Railroad Elimination project that the City received \$41.7 million in federal grant funding to construct.

